

Appln No. 09/886,806

Amdt date July 5, 2005

Reply to Office action of January 3, 2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Please cancel claims 1, 12-14, 16-18, and 20-21, amend claims 2-6, 8, 10, 11, 15, 19, 22 and 23, and add new claims 24-31, as follows:

1. (Canceled).
2. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a VCR.
3. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a scanner.
4. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a DVD player.
5. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a VCR.
6. (Currently Amended) A vanity console display system of claim [[1]] 24, further comprising a printer.

Appln No. 09/886,806

Amdt date July 5, 2005

Reply to Office action of January 3, 2005

7. (Original) A vanity console display system of claim 6, wherein the printer is responsive to the user input signals to print said image.

8. (Currently Amended) A vanity console display system of claim [[1]] 24, further comprising a projector.

9. (Original) A vanity console display system of claim 8, wherein the projector is responsive to the user input signals to project said image.

10. (Currently Amended) A vanity console display system of claim [[1]] 24, further comprising an illumination device mounted on said vanity console.

11. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source provides an audio component.

12. (Canceled).

13. (Canceled).

14. (Canceled).

15. (Currently Amended) A vanity console display system of claim [[13]] 24, wherein the control unit comprising a processor for altering the video image signals.

16. (Canceled).

17. (Canceled).

Appln No. 09/886,806

Amdt date July 5, 2005

Reply to Office action of January 3, 2005

18. (Canceled).

19. (Currently Amended) A vanity console display system of claim [[17]] 24, wherein the vanity console includes a housing defining a cavity in which the image display is positioned behind the mirror.

20. (Canceled).

21. (Canceled).

22. (Currently Amended) A vanity console display system of claim [[21]] 28, wherein said video image source is a VCR.

23. (Currently Amended) A vanity console display system of claim [[21]] 28, further comprising a user input device, and the video image source is responsive to the user input device.

24. (New) A vanity console display system, comprising:
a vanity console having a mirror supported on a base, an image display and a touch screen positioned on said mirror, said mirror having reflective and transmissive properties, the base adapted to support the mirror on a generally horizontal surface such that a user of the console can view in the mirror a reflected image of at least a portion of his or her face along with an image on the image display transmitted through the mirror to the user;

at least one video image source adapted to provide the image on the image display;

a control unit connected to said video image source and configured to receive user input signals from the touch screen

Appln No. 09/886,806

Amdt date July 5, 2005

Reply to Office action of January 3, 2005

for controlling the video image source to transmit signals representative of said image.

25. (New) A vanity console display system of claim 24, wherein the transmitted image is pre-recorded.

26. (New) A vanity console display system of claim 24, wherein the transmitted image is a pre-recorded video.

27. (New) A vanity console display system of claim 24, wherein the transmitted image is a pre-recorded infomercial.

28 (New) A vanity console display system for use with a counter, comprising:

a vanity console having a mirror and an image display, said mirror having reflective and transmissive properties, said vanity console also having a housing and a base;

at least one video image source adapted to provide an image to the image display;

wherein said image display is positioned relative to the mirror such that it is generally hidden from a user and the image is visible to the user through the mirror when the image display is actuated to transmit said image; and

the base is adapted to support the mirror on the counter.

29. (New) A vanity console display system for use in sales of merchandise, comprising:

a vanity console having a mirror and an image display, said mirror having reflective and transmissive properties, the base adapted to support the mirror on the counter so that a customer can view in the mirror a reflected image of at least a portion

Appln No. 09/886,806

Amdt date July 5, 2005

Reply to Office action of January 3, 2005

of his or her face along with an image on the image display transmitted through the mirror to the customer;

at least one image source adapted to provide a prerecorded advertisement image to the image display;

wherein the image displayed on the image display is generally hidden from view and only visible to the customer when the image display is actuated.

30. (New) A vanity console display system of claim 29, wherein a ratio of transmitted image size to mirror size is generally between one-half to one-quarter.

31. (New) A vanity console display system of claim 29, wherein the merchandise is cosmetics.